COVID-19 CONTACT TRACING CAMPAIGN TEST

JUNE 2020

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01
INTRODUCTION

Background

The efficacy of contact tracing and quarantine of contacts is highly dependent on people understanding why it matters, how it is effective in limiting further transmission, how it's achievable, and how it will help people, their families, and their local communities. The trust required will be especially challenging in traditionally underserved and marginalized communities with low trust in government.

Recent news about the development of contact tracing applications by tech companies has dominated coverage and negatively influenced how audiences understand the effort. In addition, the haphazard federal response has eroded American trust in authorities' ability to address the crisis. According to a recent Axios poll, only 51% of Americans said they would participate in a CDC-led contact tracing effort. The same poll suggested that a localized effort, with trusted messengers, and an emphasis on the human connection aspect of contact tracing will increase participation.

Objectives

Vital Strategies and SOZE are developing a campaign designed to foster social acceptance of contact tracing and drive active, wide participation among the general public, with a focus on communities most impacted by COVID-19. Market research was conducted to test three campaign concepts, and determine which messaging and creative elements most effectively deliver on the following goals:

- Curb the spread of coronavirus through active participation in contact tracing programs.

- Foster a culture of trust and cooperation between public health workers/contact tracers and Black, Latinx, and immigrant communities as well as residents in the U.S. who are 55+.

- Illustrate the efficacy and impact of contact tracing programs in stopping the spread of COVID-19.

- Encourage people to cooperate with public health recommendations (including quarantine) if they have come into contact with someone who is positive for COVID-19.

- Build trust between healthcare workers and the people they are tracing.

- Engage relevant influencers (e.g., faith leaders, community leaders, known personalities, etc.) to join this effort as they are already trusted as spokespersons .

Methodology

QUALITATIVE RESEARCH
- 12 online focus groups
- 90-Minutes in length
- 5-10 respondents per group

MARKETS
- 5 groups of New York residents
- 5 groups of Philadelphia residents
- 1 group of Community Stakeholders

FIELDWORK DATES
- June 22-26, 2020

RESPONDENT SEGMENTS

- English-language groups
  - African-Americans 18-70
  - Mixed POC 18-70
  - Mixed POC 36-70
  - Black Immigrants 18-70
  - Community Stakeholders

- Spanish-language groups
  - Latinxs 18-70

INITIAL CONCEPT TESTING

DATE	TIME	GROUPS
June 22	2:30pm - 4:00pm	Group 1: New York, African American, 18-70, English
	4:00pm - 5:00pm	Debrief Meeting
	5:00pm - 6:30pm	Group 2: Philadelphia, Mixed POC, 18-70, English
	7:00pm - 8:30pm	Group 3: Philadelphia, Mixed POC, 18-70, English
June 23	3:00pm - 4:30pm	Group 4: New York, 18-70, Spanish Language
	5:00pm - 6:30pm	Group 5: New York, Black Immigrants, 18-70, English
	7:00pm - 8:30pm	Group 6: Community Stakeholders, 18-70, English
June 24		Debrief

SECONDARY CONCEPT TESTING

DATE	TIME	GROUPS
June 25	3:00pm - 4:30pm	Group 7: Philadelphia, Mixed POC, 18-70, English
	5:00pm - 6:30pm	Group 8: New York, African American, 18-70, English
	7:00pm - 8:30pm	Group 9: Philadelphia, Mixed POC, 18-70, English
June 26	3:00pm - 4:30pm	Group 10: Philadelphia, Mixed POC, 18-70, English
	5:00pm - 6:30pm	Group 11: Philadelphia, Mixed POC, 36-70, English
	7:00pm - 8:30pm	Group 12: New York, 18-70, Spanish Language

#SPREADLOVE

Spread some hope to your community Don't spread COVID. Answer the call from your neighborhood Contact Tracer.

*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

SPREAD LOVE

#SHOWLOVE

Spread the Good Word Don't spread COVID. Answer the call from your neighborhood Contact Tracer.

*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

SPREAD LOVE

Spread a bit of Sunshine Don't spread COVID. Answer the call from your neighborhood Contact Tracer.

*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

SPREAD LOVE

Instagram Post

Spread your fashion sense Don't spread COVID. Answer the call from your neighborhood Contact Tracer.

SPREAD LOVE

Post copy:
Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.
#SPREADLOVE

Spread extra cheese on your favorite slice of pizza. Don't spread COVID. Answer the call from your neighborhood Contact Tracer.

*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

SPREAD LOVE
SUFFOLK COUNTY

RADIO: 30 (GENERIC)

Contact Tracer VO: I love my neighborhood and the people in it. Usually, I'm sitting on the block spreading jokes with my boys. What I don't want to spread is COVID. That's why I became a Contact Tracer, because saving my community is no laughing matter.

AVO: *Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

Facebook Post

Spread the best era of music to your block Don't spread COVID. Answer the call from your neighborhood Contact Tracer.

SPREAD LOVE

Post copy:
Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.
#SPREADLOVE

7

WE DO A LOT OF THINGS TO STAY IN CONTACT.

Answering the call from your local Contact Tracer could save you and your community.

KEEP IN CONTACT

"We know protecting your identity is important to you. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

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KEEP IN CONTACT

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We know protecting your identity is important to you. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

#KEEPINCONTACT

#KEEPINCONTACT

Facebook Post

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Post copy:

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KEEP IN CONTACT

"We know protecting your identity is important to you. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

RADIO :30 (GENERIC)

CONTACT TRACER VO: We do a lot of things to stay in contact. We stay up late to talk with someone across the globe. We throw virtual parties to celebrate a graduation. We even make up dance routines just to challenge friends.

Answer a private call from a Contact Tracer like me so we can stop the spread and start contact again, in person.

AVO: "We know protecting your identity is important to you. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

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Fight your fears with a phone call.

Answer the call from your local Contact Tracer and help stop the spread of COVID.

BE THE ONE

*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

#BETHE**ONE**

You are not another number in the pandemic.

Answer the call from your local Contact Tracer and help stop the spread of COVID.

BE THE ONE

*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

Instagram Post

Help your neighbor become a hero.
Answer the call from your local Contact Tracer and help stop the spread of COVID.

BE THE ONE

Post copy:

Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.
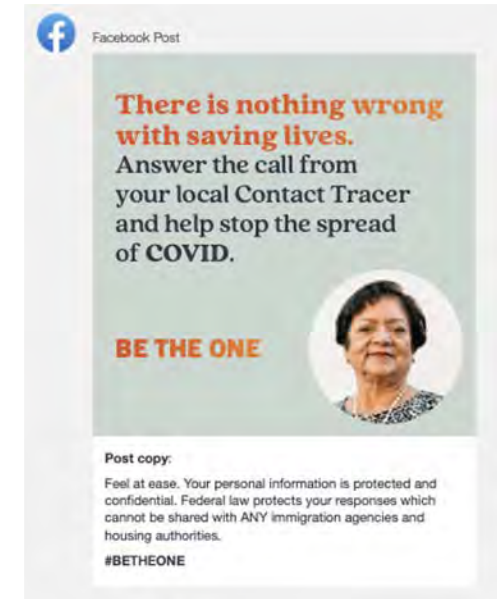
#BETHEONE

Facebook Post

There is nothing wrong with saving lives.
Answer the call from your local Contact Tracer and help stop the spread of COVID.

BE THE ONE

Post copy:

Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.
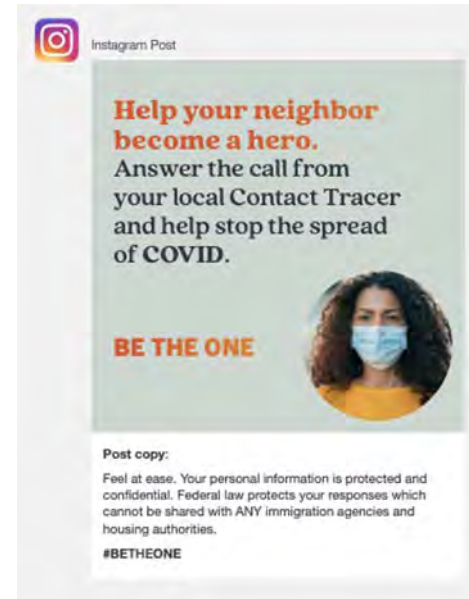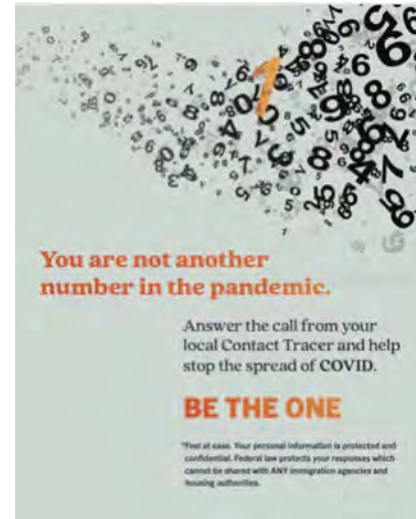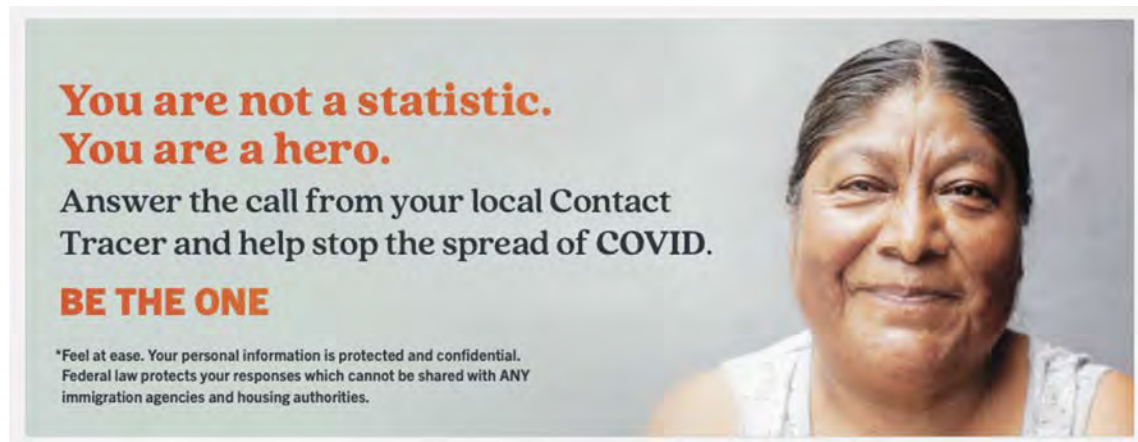
#BETHEONE

**You are not a statistic.
You are a hero.**

Answer the call from your local Contact Tracer and help stop the spread of COVID.

BE THE ONE

*Feel at ease. Your personal information is protected and confidential. Federal law protects your responses which cannot be shared with ANY immigration agencies and housing authorities.

RADIO: 30 (GENERIC)

OPEN ON AUDIO CLIPS OF DIFFERENT NEWS SOUNDBITES. THEY ARE RECITING NUMBERS OF COVID CASES. THE CLIPS SLIGHTLY OVERLAP EACH OTHER.

CLIP 1…20,000 people infected

CLIP 2…The numbers have been devastating in this area

CLIP 3… 115,000 Minority infections in just the last

CLIP…Over 29,000 recorded deaths since

CONTACT TRACER VO: Hello, I know all of these reports can make you feel like just another number. That's not true, we can help save each other by answering the call from the Contact Tracer in your community. It can help stop the spread of COVID and get us back to family and friends quicker. Your personal information is safe and protected and you will be talking to someone local, like me. Don't just be a number.

BE THE ONE.

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02

EXECUTIVE SUMMARY

Key Findings

- The effects of COVID-19 have touched all of our respondents and all have made major lifestyle changes in order to keep themselves, friends, and family safe.

- Lack of clear information and trusted leadership has turned our respondents into amateur researchers as they actively seek out information and best practices on how to avoid contact and stop the spread of the virus.

- Still, faith in any single source of information is low, so our respondents utilize a variety of resources—including healthcare workers and platforms, friends and family, WOM, and when necessary, government sources.

- Trust in government and institutions is low because of shifting information goalposts, as well as fear of political bias and misinformation.

- Our respondents feel a personal responsibility to keep their family, friends, and community safe, but are unsure of how best to do so, except by quarantining.

Key Findings... continued

- Contact tracing is understood in the abstract but few have first-hand experience or deeper understanding about what it is, how it works, and whom it will help.

- While the concepts all increase interest in contact tracing, there is a feeling that they lack basic and crucial information about COVID-19, as well as failing to address key practicalities about how contact tracing will work.

- 'Be The One' works best because it centers the viewer as the hero of the story, putting the onus on the individual as a possible solution.

- Its linkage of the action of participation with contact tracers, to the benefit of doing what is needed to prevent the spread of the virus, is seen as clear and compelling.

- The copy was seen as direct and to the point with a strong CTA; and as providing more information about contact tracing than other concepts.

Key Findings... continued

- Imagery across concepts, while relatable and inclusive of those who live in their communities, is seen as "too targeted" because of the omission of non-Black and Brown faces, which to some respondents wrongly presumes the responsibility of minority communities in the spread of the virus.

- Imagery that demonstrates "good" COVID-19 behaviors, such as mask wearing and social distancing, stand out with respondents as sending the right message.

- Use of bright color is considered "eye-catching" creating stopping power and salience.

- Assurances of privacy and confidentiality with immigration and housing do not currently go far enough to elicit trust and confidence in the system amongst our respondents.

- Despite these concerns, many see the benefit of contact tracing and are open to participation in and engagement with contact tracers.

Recommendations

**Move Forward with
'Be The One' and Consider
the Following When
Developing Final Creative…**
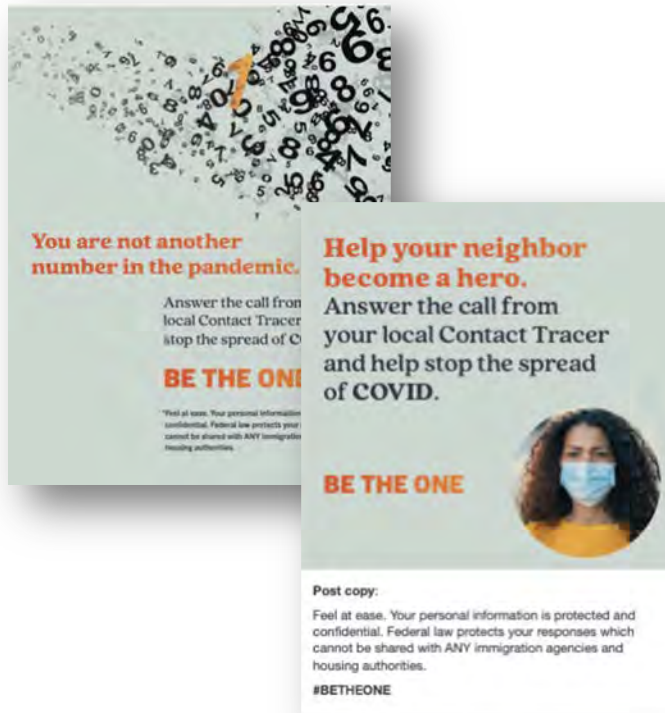
- Tone of final campaign should avoid overt humor or anything that makes less of the seriousness of the virus.

- Inclusion of an explanation of what contact tracing is would help improve comprehension and persuasiveness.

- Additional explanation of how information will be used and directly stating expanded limitations on sharing will go a long way to increase trust and participation with the contact tracing process.

- Exploration of localized messaging and visual cues helps to increase relevance within communities.

- Inclusion of non-Black and Brown people in imagery will alleviate fears of racially motivated targeting and promote the idea that we are all in this together.

- Providing a contact number or URL to allow viewers agency to reach out is likely to increase participation in the program.

03

DETAILED FINDINGS

DETAILED FINDINGS »

COVID-19 + CONTACT TRACING
Impact, Attitudes, Understanding, and Behavior

There is much uncertainty in the time of COVID

Having been quarantined for months, our respondent's perceptions have been affected deeply by the pandemic, remaining fearful of what is next.

- There is a feeling that they are fighting an invisible enemy- with so much uncertainty around possible symptoms and effects, ways of contracting the virus and possibilities of containment, many are unsure about which best practices and behaviors to adopt in order to help stop the virus spread.

- This results in a hobbled sense of invincibility—both personal and as an American citizen.

- Previous "dodged bullets" with earlier global health scares – like swine flu and Ebola, had provided a false sense of security that America would protect them, but that has now been upended, leaving respondents feeling vulnerable and confused.

- There is a sense of a "toppling" of trusted institutions and disappointment that we are not better prepared as a country.

- For all, safety remains top of mind and our respondents brace for what's coming next; not knowing if we will emerge from COVID-19 or if another wave is on the horizon.

A shifting cultural lens

Beyond the Pandemic, much has happened in the previous few months. Our respondents are feeling the effects of major societal shifts, changing the social contract, bringing previously unspoken thoughts to the surface, and confirming once internalized feelings as true.

A heightened focus on racism giving permission for our mostly Black and Brown respondents to call out issues with representation

+

A total cultural upheaval feeding the perception that American leadership may not have Black and Brown citizens best interests in mind

Figuring out the new normal

There has been a major shift in how our respondents live their daily lives. With all adhering to the quarantine, confined to close quarters, and being mindful of any outside interaction with the world, they navigate school, work, and familial relationships, without the benefit of space.

Everyday routines have been upended, social distancing has replaced a sense of communion, and once IRL relationships have now been regulated to online interactions.

- Most have remained socially distanced and isolated from friends and family for fear of infection/infecting; Many are opting to stay in the house until safety can be guaranteed.

- While some are working from home, others have lost employment; the impact on income has created a generalized concern about household budgets.

- To pass time many have taken to establishing new routines, behaviors and daily rituals (including daily walks, online seminars, and yoga).

- But many feel a sense of mourning- missing previously held dear rituals and important milestones.

- While there is a desire to return to normalcy, few feel that the danger has passed and that it is too early to get back to business.

Wondering what's next

As the opportunity to emerge from quarantine occurs, there is a lot of unsureness as to what the world holds in store for them.

While most remain optimistic, there is a fear of life being permanently and forever altered.

"I don't know what to expect…how long will it last? how long is this going to be? Until maybe a vaccine is found that we can use it safe? That's another thing. When does vaccine come? Are we going to be comfortable taking it first, or do we want to wait and see? I don't know."

"I think it's going to have long-term effects like our world is never going to be the same anymore."

"Still the same as before when we first started. It's a lot of uncertainty. They still don't have a cure. It's still a big question about how it's contracted. There's still a big uncertainty about the distance, and how far to stay away… and no one knows what's going on still. Everyone is in a rush to get back out."

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Fear of the unknown creates an ongoing sense of anxiety and insecurity

Despite an attempt at maintaining optimism and practicing self-care, many respondents are experiencing mental health challenges that shape how they view the COVID-19 crisis.

- A pervasive fear that life will be permanently and irrevocably changed.

- High levels of stress and low-grade panic; lack of control.

- Suspicion about solutions- will vaccine be forthcoming? Once it is here, will it work or be safe?

- While most of our respondents seemed highly compliant with quarantining and social distancing, many spoke of waiting for the "other shoe to drop" because of the behaviors of others.

Being careful, but skeptical of others

Despite taking personal precautions, there is a sense that others, both within their communities and outside, are in denial and may not understand how serious this is.

- Creating a fear of a second wave or resurgence.

- Fostering dismay that many are not taking more precautions.

- Sense that people within their communities are getting too comfortable and letting their defenses slip; witnessing low mask usage in their neighborhoods, no social distancing .

- Anger and incredulity that people outside of their communities (e.g. white people) are not taking responsibility.

- Sense that younger generation's feelings of invincibility and immunity is false and could adversely affect everyone else's health.

A moment of collective empathy

The idea of community has taken on a new reverence. While some mourn the loss of connection, isolation, and limited exposure to the outside world have heightened feelings of sentimentality and responsibility to their immediate communities.

- Growing an awareness that we are all in this together.

- Reaffirming responsibility to family; making sacrifices to help or keep them safe have become no brainers.

- Fostering appreciation for neighbors who are coming together to look out for one another.

- Gratitude for local healthcare and frontline workers.

- Setting "local" as the new standard- people's interest in what is happening in their neighborhoods, and to their neighbors has reached new heights as our respondents remember that we are all in this together.

Despite an awareness of high infection rates in their minority communities, many feel that COVID-19 is an equal opportunity disease and that the experience going through quarantine means that the entire world has "been brought together even though we are apart."

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Still, trust is low all around

Because of the insidious nature of COVID-19 and the many questions surrounding it, our respondents are skeptical about things outside their own control.

"Honestly, I don't trust anyone. I'm a bit of a conspiracy theorist… The media's job is just to report. Whoever gets the story quickest is the most viral and makes the most money."

"So, a lot of information out there is not really correct, and then they really don't know much about the virus anyway. So, there's only so much they could tell us. The rest, they're guessing."

"There's always that kind of like question in the back of your head of like, okay, I'm going to just try to be as cautious as possible, because there is a little bit of distrust there."

A lack of consensus lends suspicion to an already fraught situation

Connecting the dots is hard as different sources provide different information – and no one seems to know which information should be trusted.

- Many wonder whether the correct information is out there at this moment.

- Initial mixed messages have cast a pall over all ensuing information and ever-shifting goalposts call into question if information is up to date or outdated upon delivery.

- Giving room for alternate or conspiracy theories to take root where reasonable explanations once sufficed.

"Because there's conflicting information. One week, we were hearing that it's airborne then the next week, we're hearing that it's droplets. I believe that's because the hospitals and healthcare industries didn't have the proper PPEs. I felt that they just changed it to make it – so they won't get sued or it won't fall back on the government…I feel like no one really knows what's going on. It's developing and as it's more developed that's when more information comes out. Who can you trust that the information that you're getting is actually the most up-to-date?"

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Many institutions find their trust in authority compromised

For our respondents, their trust in authority, especially the authority of government or government-led agencies, is at an all-time low. The patience and appetite for willingness to trust and engage has been diminished. While they acknowledge that typically they would trust government-led health institutions, to lead them to the right behaviors and practices during a pandemic, the prevailing feeling now is that these leaders/institutions are now influenced by politics rather than a desire to help keep people safe.

- Many see our government as causing or encouraging chaos, coming from either behind the learning curve or immersed in ulterior motives, leaving our respondents circumspect.

- There is a skepticism over the authorities that supply information, a lack of trust in the process as well as the systems that are providing care or conducting testing.

- Trickle down behaviors are seen as highly problematic; when those in higher office seem to flout health recommendations or go maskless, there is a sense that those in command are not setting the right example.

- There is a feeling that those who are in charge purposely did not do what was needed to contain the virus and now may not be worthy of trust.

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The impact of COVID-19 has touched everyone

For our respondents, the virus has struck close to home; all have felt the effects, both personally and further out.

Several respondents spoke of their first-hand experience contracting and recovering from COVID-19, while others spoke of relatives, friends, and neighbors contracting and battling the disease. A few respondents knew people who had succumbed to the disease.

Still, there is a low priority on personal testing

The majority of our respondents have not been tested- even after confirming exposure or experiencing sickness and deaths of people close to them.

Despite understanding that COVID-19 may be spread asymptomatically, many experienced a disconnect, deeming it unnecessary as they didn't exhibit symptoms.

- Because of adherence to quarantine and limited exposure to the outside world, people think they don't need to be tested.

- While respondents understand the logic of "knowing" their COVID status, for those who have not exhibited symptoms, the benefit of testing is not immediately compelling enough to drive action.

- Many also question the point of being tested as the test is only valid in the exact moment taken, with results becoming outmoded once any new exposure happens.

"I've had very limited exposure to people. So, I felt like I don't need to take in a COVID-19 test because I'm only around my wife and the kids, and they're always home."

"I've been in the house pretty much since this whole thing rolled out...So, I don't feel like I necessarily have to go get a test or be tested for it."

For some, lack of testing is not from lack of trying

Shifting knowledge and protocols have resulted in an uneven medical response and many of our respondents found themselves unable to get tested even when purposely seeking it out.

- Some respondents report being turned away even when exhibiting symptoms or given false information, while others who were tested, reported receiving false negatives.

- This patchy experience discouraged further attempts and is used as a rationale for not taking action now.
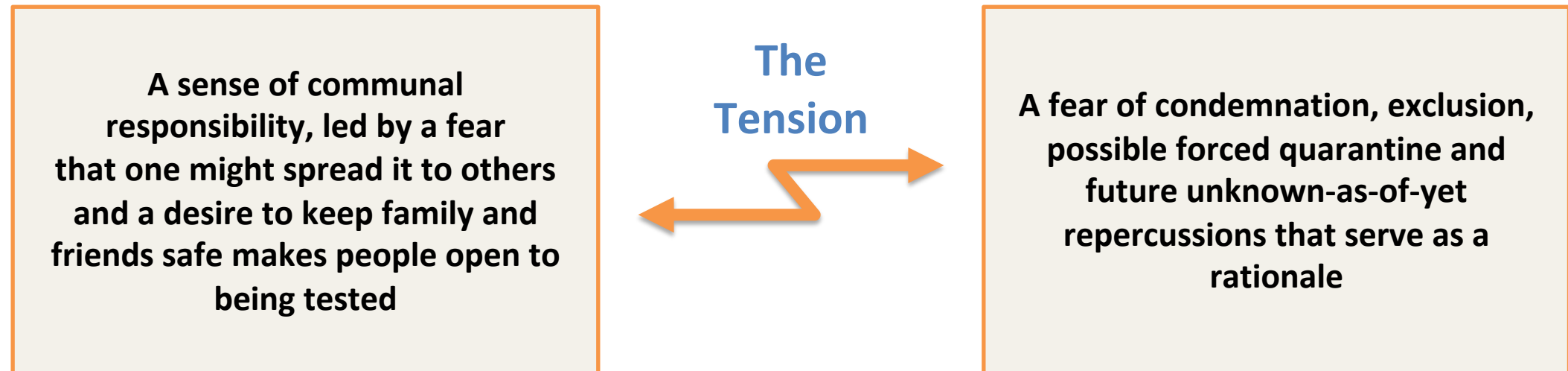
"My wife came out negative the first time, but that was a mistake because the second time she got tested she came out positive."

"They didn't have enough tests for everybody at the hospital. They only had the test for those people who have emergencies or those who were really, really sick because they don't have the antibody."

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A fear of **stigmatization**

The idea of a possible positive COVID-19 test result carries concerns of disgrace and social ostracization.

Despite the almost compulsive information-seeking habits that many respondents have adopted as they navigate COVID, there is almost a willful ignorance around knowing one's personal status- as knowing carries both the benefit of being able to protect friends and family, but also a downside of possible social shunning.

A sense of communal responsibility, led by a fear that one might spread it to others and a desire to keep family and friends safe makes people open to being tested

The Tension

A fear of condemnation, exclusion, possible forced quarantine and future unknown-as-of-yet repercussions that serve as a rationale

Information about COVID-19 is gleaned from many sources

Our respondents have become information junkies seeking answers and actively researching information pertaining to the virus, possible methods of transmission, and government responses to it.

- They admit to using a patchwork network of information sources in order to develop a better understanding of COVID-19.

- Many have taken on the responsibility of becoming their own experts and filtering information through their own individual lens.

- However, despite efforts at self-education, there is a feeling that they have been bombarded with misinformation or lack of information.

Overall, while respondents gather information with the purpose of making sense of it all, they acknowledge that even trusted sources don't know what they don't know.

When seeking information, trust is reserved for familiar sources

While no one source is fully trusted, our respondents look for information from sources that are more in step with their existing world view

- Word of mouth; Many only trust those closest to them– friends and family members who are actively keeping abreast of COVID information.

- Community organizations that have demonstrated previous care and concern for the community and its citizens– including local churches, mosques, neighborhood groups, outreach programs, community health centers, local civics programs.

- Reputable mainstream news outlets like MSNBC or CNN; although it is understood that they are only reporting on information that seems to shift and change as time goes by and may have a partisan bias.

- Known medical professionals and personal doctors are also respected for their POV.

- Health organizations like the CDC and Department of Health, while seen as being vulnerable to government pressures, are also considered trustworthy.

- Continuing the trend, there is begrudging trust in WHO (though considered to be somewhat compromised due to gaps in information) followed by orgs like OSHA, DOH, Mayo Clinic that are seen as having a macro and scientifically led POV.

- Leads from social media networks where information both mainstream and not, are shared widely.

- Local news sources and localized govt platforms (like Notify NYC) to understand what's happening in their own backyard, but also as are local officials and people known to have contacted and recovered from COVID.

A culture of mistrust creates a wary lens

Spurred by the earliest reporting on the virus and what they perceive as an inadequate government response, causes our respondents to continuously question what they think they know while remaining hungry for reliable information and sources

- There is a fear of a bipartisan agenda behind any shared information and a belief that information about COVID-19 is being disseminated with ulterior motives or as a cover-up for shortcomings in the governmental
response.

- This fear has been supported by new reports that focus on the missteps in earlier handling of COVID-19 information, where government and health officials dismissed the risk for months, pushing misleading and contradictory claims on how best to combat and stop the spread.

- There is also a perception that even the best intended and researched sources can offer only a limited understanding about the virus.

- As information changes and new insights become available, our respondents shift their perceptions and their own behaviors to adapt to new information.

"Because right now, nobody has a 100% answer. It's still pretty much a guessing game as far as research factor goes. I just have to keep up with what's being made available to us and choose from there."

Many feel, that even with trusted sources, understanding COVID-19 information and behaviors is difficult because of ever-changing information and protocols.

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Contact tracing remains an abstract concept

While many have heard of contact tracing, few are clear on what that process entails.

- Most have a broad idea that it is about who has it, who had it, and where. but few know exactly what it entails.

- Even amongst those who know what CT is, there is confusion about how it would work- who conducts it, where information goes, and how that information will be used.

- When told what it is, there remains a general skepticism of its effectiveness as many see it as not viable and not being something that would work or help to stop COVID-19.

- This feeling is supported by the geography of where our respondents live - in dense urban centers. The anonymity of most points of contact (in grocery stores, etc.) would make it impossible to effectively contact trace.

"Again, they need to put more stress on testing. Contact testing doesn't mean anything unless it becomes a little bit more personal and it doesn't become personal unless you've been tested or they've come to you and they tell you somebody that you've been in contact with."

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Real life experience with contact tracing has so far been limited

No one knows anyone who has participated in COVID-19 Contact Tracing yet. Few recall seeing or hearing advertisements for it.

- However, some have been exposed to the idea of CT through on-line recruitment efforts to hire Contact Tracers.

- For older respondents, memories of contact tracing with HIV shape their current understanding of the endeavor.

- Younger respondents perceive it as being linked to technology platforms, such as a recent update on the Apple iPhone, and see it as a GPS-like system that digitally tracks infected people, sending alerts when you are close to someone with COVID-19.

"It has to do with like GPS tracking like with your phone and your computer, or something like that, something that's a little bit more technological to it to see literally where you've been and who you were in contact with."

"I heard about it through a friend. She lives in Arizona and she, I think, had an app that helped her like narrow down like if she were to catch it, the possible places where she could have come into contact with someone that has it."

Respondents are skeptical about how information will be used

Questions about possible surveillance, coercion, and privacy infringement color the conversation about contact tracing, with many wondering where the information will go, who it would be shared with, and how it would be used.

- There is a sense that Contact Tracing is about "snitching"; increasing paranoia and community suspicion.

- Participation could stigmatize those who have COVID-19 and possibly expose them(selves) to social ostracization from friends and acquaintances.

- There is fear that the information could also be used in ways other than immediate health concerns- to deny insurance or unemployment; or be used by the city to take away civil liberties; forced quarantine.

- Worries that the information will be included in a huge database with nefarious purposes is supported by an understanding that "data" is now a commodity and could possibly be sold.

"I feel like it's going to do more harm than good. I feel like it's going to cause more paranoia. People are already paranoid. It's like everyone in the society is on guard already. You walk to the stores, people looking at each other sideways. I'm not blaming anybody for doing it because it's crazy. You got to be safe, but I don't think something like this is going to cause more positivity."

"I want to know, is my information going to be private? Are they going to be spread out? I need more information because you really can't trust anybody…because people sell information and people steal emails. There are a lot of hackers. I would need more information and have more security."

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Despite trepidation, respondents remain open to contact tracing

A sense of responsibility to their family, friends and the broader community, as well as a sense that knowledge is power, encourages participation

- Contact Tracing is seen as a way to look out for "me and my family," with a benefit of potentially providing more ways to protect yourself
- There is an appreciation of notification as a way to alert them to exposure
- Participant anonymity is key, as is clear identification/credentials of those doing the tracing

"I would participate because I'm interested in trying to stop the spread of the virus. If they said I was exposed, I would try to trace and not expose others, for my self-interest and interest in my own community, family."

"Many times, one stays quiet…or they're afraid to answer a phone call. They don't want to give away their privacy. They wouldn't want to share their information for whatever reason. It could be like a telemarketer or spam, and many reasons, they don't. I think the key is that the person identifies themselves clearly. It doesn't happen right away."

"I've got mixed feelings about it because I wouldn't want to get other people infected, but how are you going to sit here and track down every single person I ran into? Do you know how many people you could run into just on one day? I'm a realist, so… it only could help so much in my opinion."

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Potential Contact Tracers must be independent and informed

Respondents want those who conduct contact tracing to be sincere and autonomous; in a place not easily manipulated by "the powers that be." In addition, a high level of knowledge about the virus and its impact on the local community is seen as a factor for trust.

- Medical professionals that are independent and/or have established relationships with the respondents– e.g. personal doctor or known nurse, have the desired level of medical expertise to inspire trust.

- Those who had contacted and recovered from COVID-19; first-hand knowledge is seen as providing a level of authority as they have already been through COVID (e.g., Jazzy Jeff in Philly, was seen as good choice because of his personal experience with the virus).

- Community orgs have localized perspective- including church/mosque, community activist orgs.

- Teachers, social workers, and guidance counselors.

Still, there remains an overwhelming lack of trust in any agency that has government ties

Contact Tracing acceptance suffers from practical considerations

The biggest barriers to respondent participation stem from logistical realities that many feel should be addressed in communications in order to make a real impact:

- **Who are the Contact Tracers? Lack of clear identification markers calls into question who might be a contact tracer, and who might be a scammer.**

- **Difficulties involved in talking to strangers; especially when sensitive medical information is being shared.**

- **Unfamiliarity with the caller-ID could possibly lead to not answering the call.**

- **Proliferation of bill collectors brought on by COVID-driven unemployment or financial struggles means the Contact Tracer could get overlooked as people try to avoid involvement with bill collectors.**

"I mean, I'm always a skeptical to someone just coming to my house or come knocking to my door and like, "Hey, yes. Were you at this location or at this place?" How did you know I was there? How did you get this information? If you know I was at this – this person like what else do you know? Obviously, if you know I was there, then I don't have to share any more information."

"To have contact tracing, I mean you get on the subway, you just trace yourself around another million people. I don't really see how that's viable unless if you get a very small suburban area where you could really get an idea, especially, when you're driving everywhere. If you're walking in the city, and you're walking every place, and/or in public transportation, it's not really a viable sense of something to do I mean. It doesn't really work in a city."

Concepts piqued interest in participation but suffered from omissions

Overall, exposure to the idea of contact tracing through advertising and communications was seen as a positive step in the right direction, starting a conversation that had not been happening previously, and encouraging participation that might serve their self-interests and interests in their own community.

"Maybe it should have a… website or a phone number or something like that, where the public can get more information about specific details or if they want to talk to somebody something personal, one-on-one kind of thing."

However, the concepts left out several key points of information that stymied the full force of impact:

- **Lack of inclusion of information or explanation as to what Contact Tracing is.**

- **Lack of inclusion of information that would help answer existing questions about COVID.**

- **Lack of assurances that information will not be shared outside of the two named entities.**

- **Lack of direct contact information so people can be proactive about reporting.**

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DETAILED FINDINGS »

SPREAD LOVE

Concept F

What's working vs. not working for SPREAD LOVE

✓ Catchy with memorable hashtag

✓ Relatable imagery that looks like people in my community

✓ Bold colors and messaging presentation

✗ Loaded use of the word "spread"

SPREAD LOVE

Spread Love was seen as attention-grabbing because of the bright color palette and pithy culturally relevant headline/hashtag, however, it struggled to connect the benefit of contact tracing, as the idea of "spreading" is contrary to the desired outcome of stopping the spread of COVID, and promotes action that may be conflicting with prescribed COVID behaviors.

Spread Love's resonance is rooted in the familiarity and colloquial language of urban communities, as its core idea of giving love/good to attract love/good has been used in several top-charting, ubiquitous, hip hop and R&B songs. In addition, it has special cultural symmetry in Philly which is called the city of brotherly love.

"I feel like instead of spreading COVID, the virus, you're actually spreading love. I just really like the wordplay with that. That caught my eye."

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SPREAD LOVE

However, in the climate of COVID, where respondents are doing all they can not to "spread" a communicable disease, the word was at times polarizing with respondents.

Positive reactions included a feeling that its use within the concept, turned the negative of "spreading" the virus into a positive, while others felt that the word was too loaded and had unforgetable negative associations.

In addition, some participants found the catch lines "corny" and felt that while catchy, that the concept suffered by trading pithiness for provision of enough information about the topic, or incentive to communicate with contact tracers.

Many felt that the concepts needed a stronger call-to-action and more specific information in order to motivate the viewer into action.

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SPREAD LOVE

The emphasis on personal information remaining protected and confidential made respondents feel more comfortable with calling or being approached by a contact tracer. However the concept was unable to overcome the distrust that some participants have about communicating with an official agency or government-related official.

In addition, the diversity and show of different demographics within the concept helped to increase salience" because it depicted people that looked like their community.

This helped participants identify with the concept and worked inadvertently as a call for recruitment, spurring them to consider whether they knew anyone personally who could be a good contact tracer.

Examining #SPREADLOVE

Respondents were torn between the pithy play on words of #Spreadlove, which they felt caught the eye but encouraged bad COVID-prevention behavior, vs. the more direct and benefit driven expression of #Showlove.

"I mean it's better to show it. Show that you care about others. Show that you're in for the movement."

"I think with the hashtag, context would be appreciated. Everybody saw that hashtag I didn't know like what to think of. Yes, and then visually, I can't identify what it really is, but I just don't get, hey, look at this ad if you want to have some vital information about COVID and how you can look out for your loved ones and contact tracing and all that jazz."

"I'd rather for folks to show love than spread the love, because the spread the love it could be spreading the virus."

"When you say "spread," that means this is exactly what we're trying not to do. So, to put that in their head, I think it's kind of – I don't know, that's not the direction I want to go in."

"I prefer spread love over show love because I think that spread love, it directly correlates to stopping the spread of COVID-19. Even when the first thing came out like spread love, I understood the message but show love, that could be literally anything."

"I actually like the spread love, but I think to make it more specific you should say like spread love not COVID."

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DETAILED FINDINGS »

KEEP IN CONTACT

Concept W

What's working vs. not working for KEEP IN CONTACT

✓ **Relatable imagery that looks like people within their communities**

✓ **Highlights behaviors that keep the virus at bay**

✗ **Sparks conversation but not about contact tracing**

✗ **Emphasis on family connection eclipse the contact tracing message**

KEEP IN CONTACT

Respondents found <u>Keep in Contact </u>relatable with the imagery reflective of their own experiences dealing with COVID-19 quarantine- particularly the "drive by" image.

The positive, family-centered imagery, with people that looked like their neighbors and families, resonated with respondents, giving them hope and motivating them to work with contact tracers so that they can keep their families and friends safe.

It reminded them of the importance of community, staying in touch with loved ones, and affirmed the importance of their current behavior.

Respondents were able to draw connection between the benefit of keeping in contact with loved ones and the action of speaking to the contact tracer.

"I feel like with "Keep in Contact" was just showing you pictures of what our life is like now. We're on the phone having Zoom conferences as opposed to face-to-face. You can't go see your grandparents or doing a drive-by birthday party. This is just what life is now and... what it looks like for the foreseeable future."

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KEEP IN CONTACT

However, the **focus on the human and family connection,** relationships, and what people are doing may have **eclipsed the message** about contact tracing in respondents' minds.

While the concept encourages engagement with contact tracing and discussion with others, many felt that participation in contact tracing was the **secondary, not primary message.** Also, there was not enough information within the ad to promote or explain what contact tracing was or to answer their lingering questions about COVID.

Respondents agreed that the concept sparks conversation but not about contact tracing and that the concept was less motivating or attention-grabbing than other concepts.

> *"I know there's a subliminal message towards it because it's trying to talk about social distancing basically, but I feel like it doesn't really talk about the impact of stopping the spread of COVID-19 very explicitly."*

50
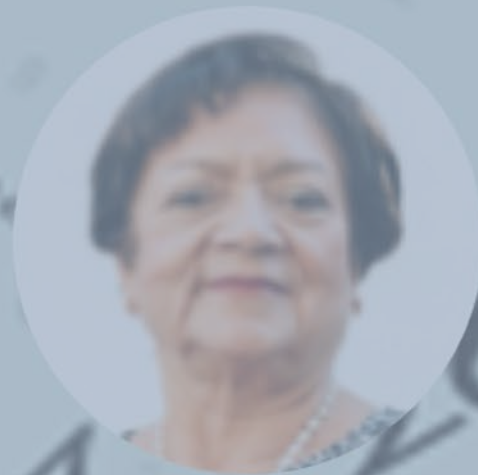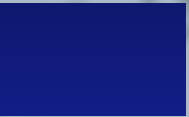
DETAILED FINDINGS »

BE THE ONE

Concept Y

What's working vs. not working for BE THE ONE
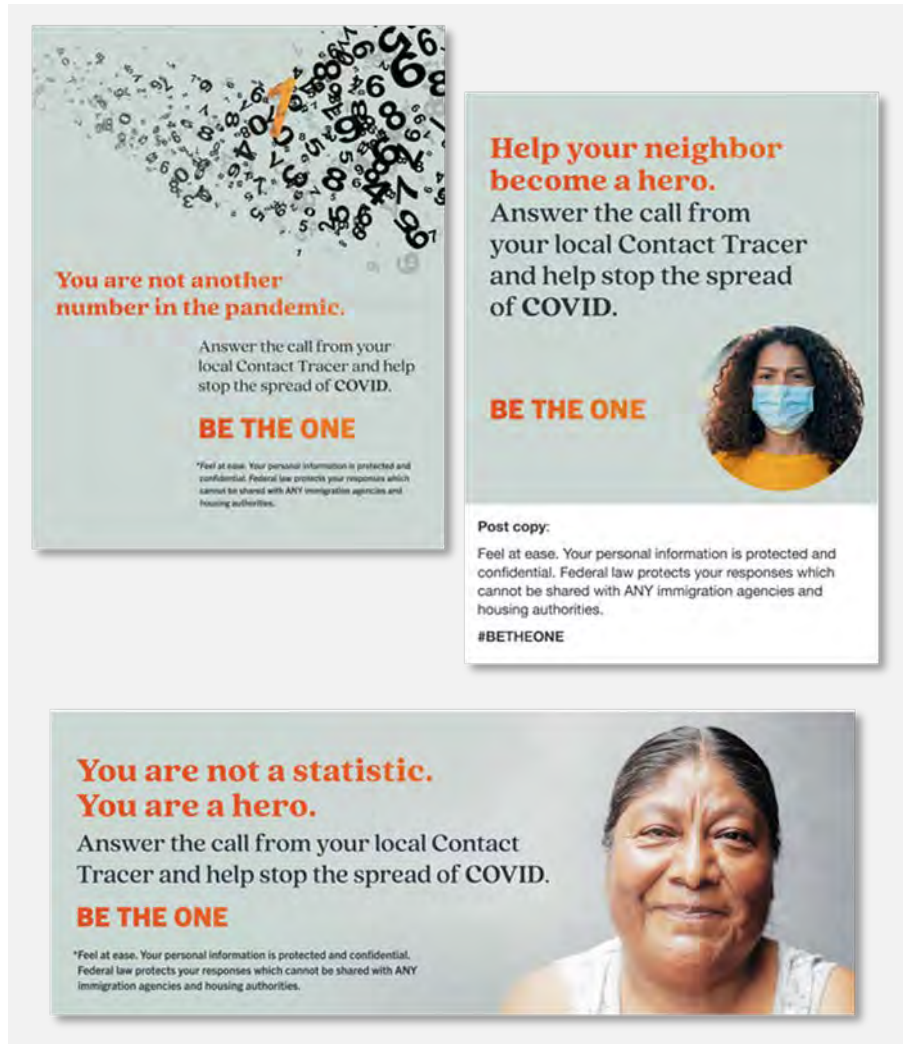
- ✓ Strong CTA
- ✓ Clear aspirational benefit
- ✓ Informative
- ✓ Sense of urgency

BE THE ONE

Be The One worked well with respondents because it centers the viewer as the hero of the story, putting the onus on the individual as a possible solution, making it the best concept to directly link the action of participation with contact tracers, to the benefit of doing what is needed to prevent the spread of the virus.

The copy was seen as direct and to the point with a strong CTA, and providing more information about contact tracing than other concepts.

The direct, active, and engaging tone of the concept was well-received, and the majority of respondents felt that it was informative and had a sense of urgency that was missing from the other concepts.

Most felt that Be The One spoke to the self-reliance that respondents have embraced during the COVID crisis, encouraging them to take ownership and be a part of the solution.

"It's about caring about yourself, care about your community, something along the lines of that, that's more about how we can all come together and help each other."

BE THE ONE

Messaging was seen as being **multi-focused, applicable across demographics,** to all involved and encouraging of participation with contact tracers.

Some respondents were **confused** about the concept's target audience as they thought it might be working as a possible recruitment message to hire people to be contact tracers.

Still, the positive wording helped motivate participants to talk with others about contact tracing and alleviated the idea that one would be snitching on their community or opening themselves up to social ostracization from friends and acquaintances.

In addition, this concept was perceived as the most serious of the three, best **capturing the gravitas** of the pandemic, the immediate need to take action to help stop it's spread and the **appropriate tone** in which to discuss the issues.

> *"This more than any of the other ones, there was a sense of urgency. They weren't trying to be fun and everything. It's just an individual up there stating a point. You've got to answer this call to save lives in your community."*

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A few **considerations…**

Localization works hard to drive **relevance**

Executions that utilized local cues (such as local sports teams or personalities) increased relevance with Philadelphia respondents, who felt the hometown references customized the concepts to speak directly to them

> *"Maybe the first one, obviously, because they're black, I'm black, and the picture is fine because we're all from Philly. He has on an Eagles shirt."*

> *"…And then of course its about community with the Eagles sweatshirt on. I mean it's good."*

Diverse but not **inclusive**

Sensitivity of messages exclusively targeted to BIPOC/POC communities was a consideration for our respondents, who felt across concepts, that imagery suffered from a lack of inclusion of non-minority or Caucasian people.

Despite having knowledge of high infection rates in minority communities and acknowledging that talent in concepts "look like my community," respondents felt that the lack of Caucasian faces was noticeable and possibly discriminatory.

> *"So, I took offense. . . I don't know if I would talk to a contact tracer because I thought, well, here we go again. That's all they think we are - a jigaboo who moves for the dances."*

> *"I feel like it kind of targeted a certain demographic…and I feel like it kind of just almost kind of indicates that only a certain race and demographic are the ones spreading COVID."*

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Noted differences with Hispanic respondents

Our Hispanic respondents take a more traditional and practical approach to information seeking and have more faith in institutional authority.

✅ More trust in government	✅ Less trust in WOM	✅ A watchout on translation
"We've always trusted them because what they said, that was what's happening. They never misinformed us. I think that we have very good information with the New York government, New York state government." *"From his words, not from what the news says, from his words, from his mouth, directly from his mouth, the governor's mouth."*	*"What everybody hears on the street, they relate, whether it's true or not. Whatever they hear, they take it as gospel. If you see on the news, go on the website or from the news source, it's different. It's more trustworthy, much more trustworthy."* *"I don't like mouth to mouth either because they always omit or add."* *"Mouth to mouth. It's true. You can't trust it too much, but it has helped me sometimes... I try to listen when people talk but I inform myself. I go to the computer to verify it."*	*"I prefer the first one because it's built on Spanish. The second one is Spanglish. Maybe that's for people who cannot understand that word - that was an error. They made a mistake. I don't think that's what they're going to present but I think maybe they made a mistake."*

Overall, all three concepts increased respondent openness to participation in Contact Tracing

"I'd like to take that step to help myself and to help other people. If somebody's positive and they're near me, I'd like to know also. It's the same. If I was infected, I would let others know, in order for them to take all the necessary precautions."

"You can help more people through the contact tracer. Because when you have more contact with the contact tracer about infected people, you would be the first because you'll help more people. You will stay in contact with your family members who's in there and you want to stop the spread, and you will share the love of your family. Because if you stop the spread and there's less infection, you can have your family live longer."

"They try to save lives. These concepts try to save lives. It's going to be better for the whole world if they save lives [Pause] because we don't know how long this virus is going to last amongst us, so these campaigns come out and they give us alerts. They give us warnings. They're always updated. They're always a step ahead to try to win the battle, to try to win the fight against the coronavirus."

"I already knew the information about the contact tracers, but I felt with these messages, it was more motivation. Very motivational. Even though I already knew about it but this gives me more motivation to call them, to keep in contact with them to stop the spread and to protect others."

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04

APPENDIX
Graph & Charts | Links to Data Files

Top Campaign Results

45%
1st Place

Concept Y "Be the One" was the top campaign with **45% of total first-place votes.** The top campaign was found by compiling the first-place votes for the four comparative polls:

Most Eye-Catching Campaign

Campaign Most Likely to Make You Talk to Others about Contact Tracing

Campaign Most Likely to Motivate You to Talk and Engage with Contact Tracers

Campaign that Gives the Best Understanding of the Benefits of Participating in Contact Tracing
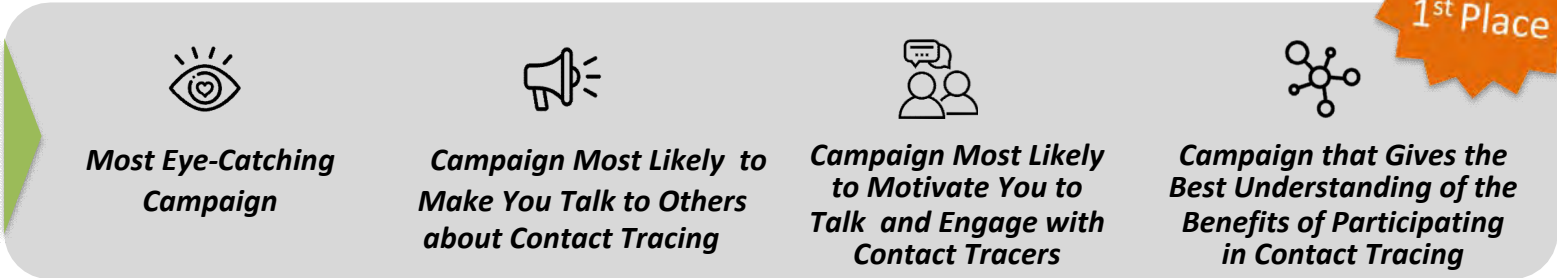
Overall Top Campaign: All Groups

- ■ *Concept F "Spread Love"*
- ■ *Concept W "Keep in Contact"*
- ■ *Concept Y "Be the One"*

30%
45%
25%

N(All Respondents) = 89

Group 1: NY, African Americans
Group 2: Philly, POC
Group 3: Philly, POC
Group 4: NY, Spanish-Speakers
Group 5: NY, Black Immigrants
Group 6: Community Stakeholders
Group 7: Philly, POC
Group 8: NY, African Americans
Group 9: Philly, POC
Group 10: Philly, POC
Group 11: Philly, POC
Group 12: NY, Spanish-Speakers

0%   20%   40%   60%   80%   100%
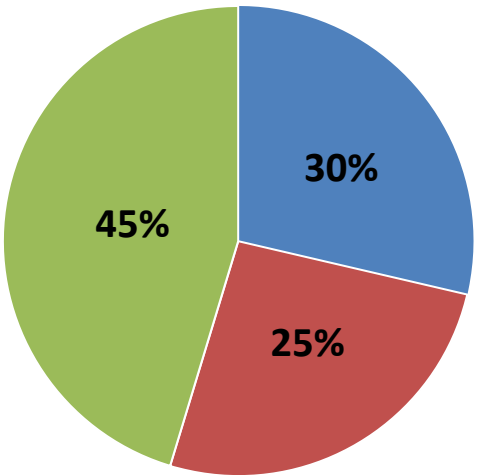
59
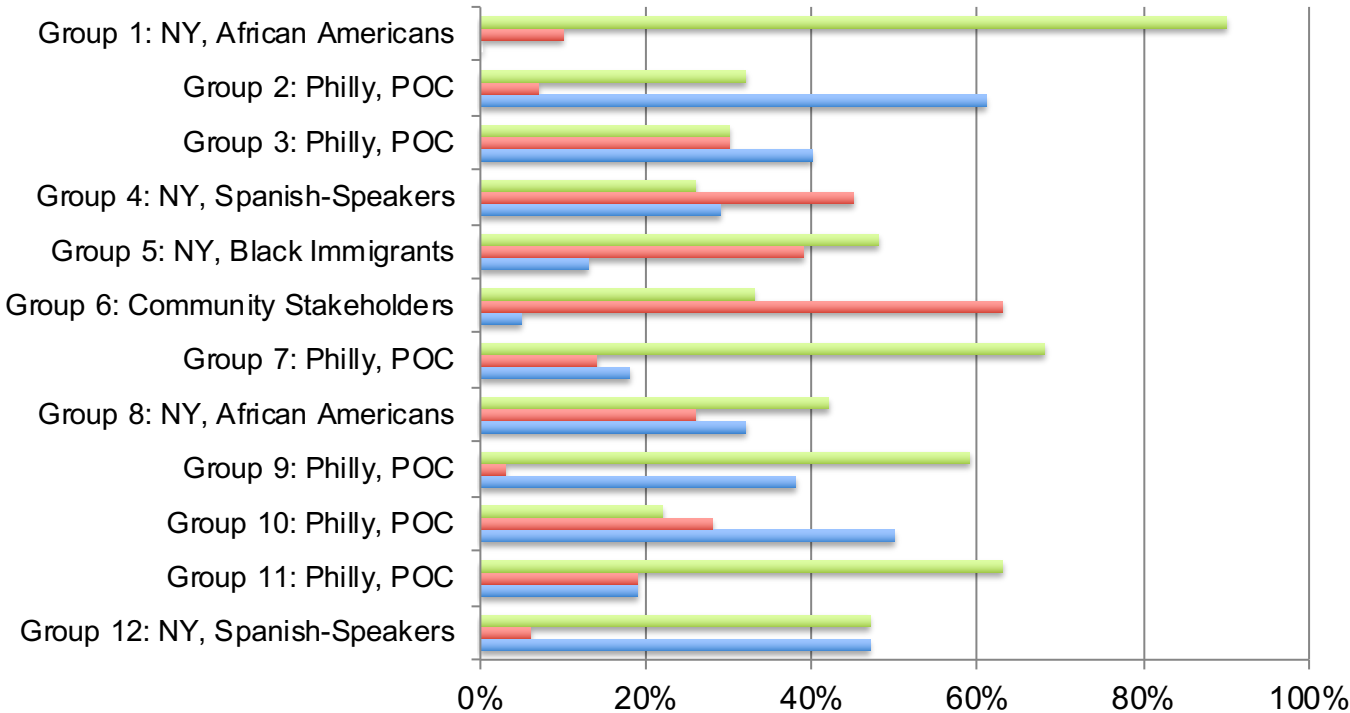
Comparative Campaign Results

Most Eye-Catching Campaign

- 38% (Concept F)
- 28% (Concept W)
- 34% (Concept Y)

Campaign Most Likely to Make You Talk to Others about Contact Tracing

- 30% (Concept F)
- 25% (Concept W)
- 45% (Concept Y)

Campaign Most Likely to Motivate You to Talk and Engage with Contact Tracers

- 25% (Concept F)
- 24% (Concept W)
- 51% (Concept Y)

Campaign that Gives the Best Understanding of the Benefits of Participating in Contact Tracing

- 25% (Concept F)
- 24% (Concept W)
- 51% (Concept Y)

■ *Concept F - "Spread Love"*
■ *Concept W - "Keep in Contact"*
■ *Concept Y - "Be the One"*

N(All Respondents) = 89

60

Top (3) Trusted Sources for Information on COVID-19

	Community Organizations	Government Websites	Word of Mouth (Texts, Emails, Online)	Not Interested in More Information	Other
Group 1: NYC, African Americans	38%	25%	25%	25%	38%
Group 2: Philly, POC	38%	50%	63%	25%	38%
Group 3: Philly, POC	75%	25%	88%	0%	38%
Group 4: NYC, Spanish-Speakers	34%	25%	38%	25%	25%
Group 5: NYC, Black Immigrants	43%	57%	71%	25%	43%
Group 6: Community Stakeholders	86%	29%	100%	0%	43%
Group 7: Philly, POC	70%	50%	70%	0%	80%
Group 8: NYC, African Americans	83%	83%	67%	0%	33%
Group 9: Philly, POC	100%	100%	63%	0%	38%
Group 10: Philly, POC	83%	20%	60%	0%	60%
Group 11: Philly, POC	50%	75%	38%	13%	63%
Group 12: NYC, Spanish-Speakers	60%	0%	40%	0%	40%

Most Eye-Catching Campaign

Legend: Concept Y "Be the One" (green) · Concept W "Keep in Contact" (red) · Concept F "Spread Love" (blue)
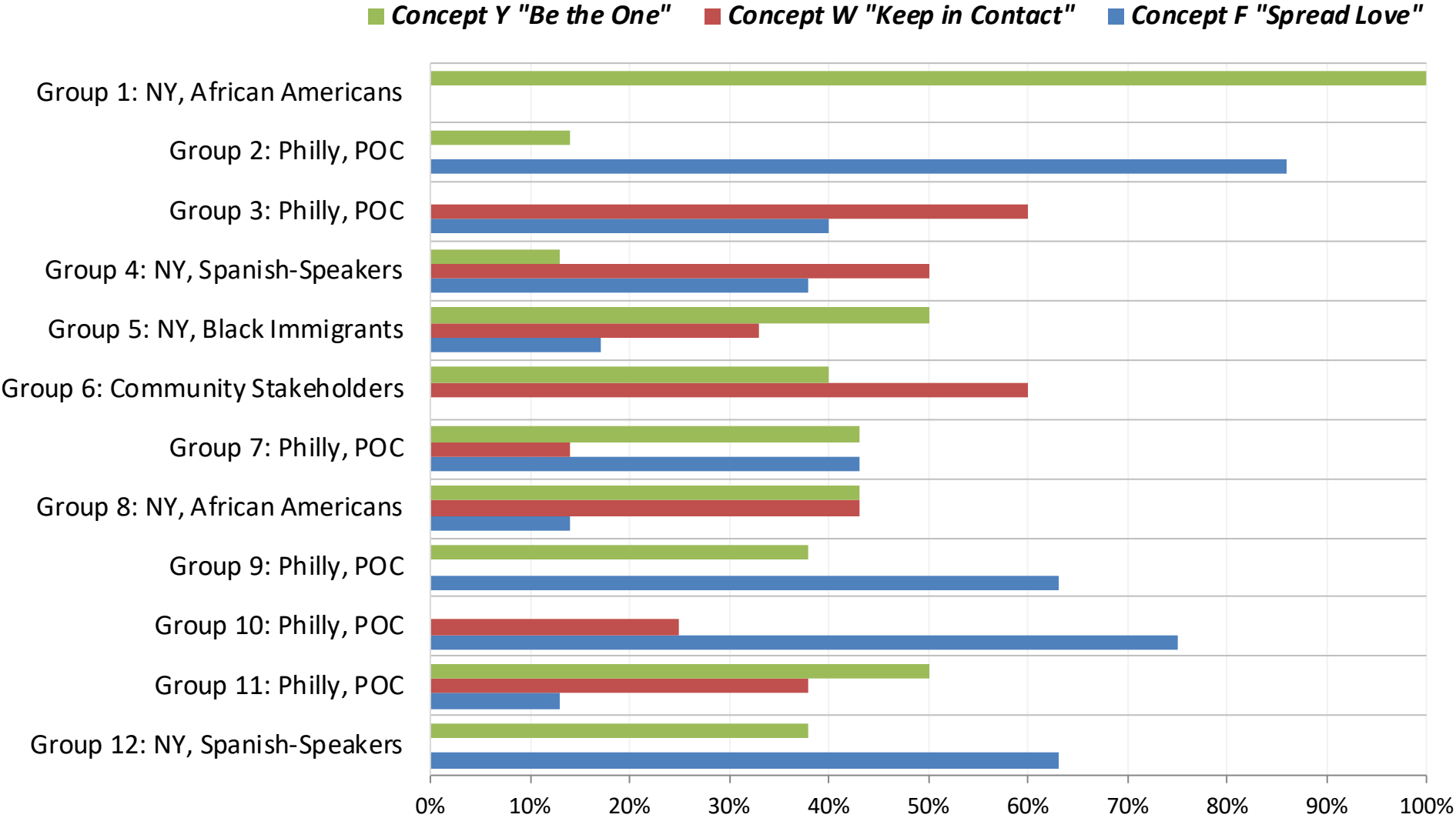
N(All Respondents) = 89

Campaign Most Likely to Make You Talk to Others about Contact Tracing

■ *Concept Y "Be the One"*   ■ *Concept W "Keep in Contact"*   ■ *Concept F "Spread Love"*

N(All Respondents) = 89

63

Campaign Most Likely to Motivate You to Talk and Engage with Contact Tracers

Legend: Concept Y "Be the One" (green) | Concept W "Keep in Contact" (red) | Concept F "Spread Love" (blue)

Groups (top to bottom):
- Group 1: NY, African Americans
- Group 2: Philly, POC
- Group 3: Philly, POC
- Group 4: NY, Spanish-Speakers
- Group 5: NY, Black Immigrants
- Group 6: Community Stakeholders
- Group 7: Philly, POC
- Group 8: NY, African Americans
- Group 9: Philly, POC
- Group 10: Philly, POC
- Group 11: Philly, POC
- Group 12: NY, Spanish-Speakers

N(All Respondents) = 89

64

Campaign that Gives the Best Understanding of the Benefits of Participating in Contact Tracing

■ *Concept Y "Be the One"*   ■ *Concept W "Keep in Contact"*

N(All Respondents) = 89

65

Individual Campaign Reactions

Does this campaign catch your attention?

| No | 27% | 24% | 21% |
| Yes | 73% | 76% | 79% |

Concept F "Spread Love" | Concept W "Keep in Contact" | Concept Y "Be the One"

Would you talk to others about contact tracing after seeing this campaign?

| No | 22% | 33% | 23% |
| Yes | 78% | 67% | 77% |

Concept F "Spread Love" | Concept W "Keep in Contact" | Concept Y "Be the One"

Does this campaign motivate you to talk to and engage with contact tracers?

| No | 36% | 34% | 29% |
| Yes | 64% | 66% | 71% |

Concept F "Spread Love" | Concept W "Keep in Contact" | Concept Y "Be the One"

N(All Respondents) = 89

66

Concept Y – "Be the One"

Does this campaign catch your attention?

Group	Yes	No
Group 1: NY, African Americans	60%	40%
Group 2: Philly, POC	71%	29%
Group 3: Philly, POC	80%	20%
Group 4: NY, Spanish-Speakers	71%	29%
Group 5: NY, Black Immigrants	57%	43%
Group 6: Community Stakeholders	60%	40%
Group 7: Philly, POC	86%	14%
Group 8: NY, African Americans	62%	38%
Group 9: Philly, POC	87%	13%
Group 10: Philly, POC	62%	38%
Group 11: Philly, POC	100%	0%
Group 12: NY, Spanish-Speakers	100%	0%

■ Yes
■ No

Would you talk with others about contact tracing after seeking this campaign?

Group	Yes	No
Group 1: NY, African Americans	100%	0%
Group 2: Philly, POC	67%	33%
Group 3: Philly, POC	80%	20%
Group 4: NY, Spanish-Speakers	62%	38%
Group 5: NY, Black Immigrants	86%	14%
Group 6: Community Stakeholders	50%	50%
Group 7: Philly, POC	100%	0%
Group 8: NY, African Americans	75%	25%
Group 9: Philly, POC	75%	25%
Group 10: Philly, POC	57%	43%
Group 11: Philly, POC	100%	0%
Group 12: NY, Spanish-Speakers	87%	13%

■ Yes
■ No

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Concept Y – "Be the One"

Does this campaign motivate you to talk to and engage with contact tracers?

Group	Yes	No
Group 1: NY, African Americans	100%	0%
Group 2: Philly, POC	29%	71%
Group 3: Philly, POC	60%	40%
Group 4: NY, Spanish-Speakers	63%	37%
Group 5: NY, Black Immigrants	71%	29%
Group 6: Community Stakeholders	70%	30%
Group 7: Philly, POC	86%	14%
Group 8: NY, African Americans	71%	29%
Group 9: Philly, POC	63%	37%
Group 10: Philly, POC	75%	25%
Group 11: Philly, POC	100%	0%
Group 12: NY, Spanish-Speakers	75%	25%

Concept F – "Spread Love"

Does this campaign catch your attention?

Group	Yes	No
Group 1: NY, African Americans	100%	0%
Group 2: Philly, POC	83%	17%
Group 3: Philly, POC	80%	20%
Group 4: NY, Spanish-Speakers	88%	12%
Group 5: NY, Black Immigrants	43%	57%
Group 6: Community Stakeholders	80%	20%
Group 7: Philly, POC	100%	0%
Group 8: NY, African Americans	50%	50%
Group 9: Philly, POC	75%	25%
Group 10: Philly, POC	50%	50%
Group 11: Philly, POC	62%	38%
Group 12: NY, Spanish-Speakers	87%	13%

Would you talk with others about contact tracing after seeing this campaign?

Group	Yes	No
Group 1: NY, African Americans	20%	80%
Group 2: Philly, POC	86%	14%
Group 3: Philly, POC	100%	0%
Group 4: NY, Spanish-Speakers	87%	13%
Group 5: NY, Black Immigrants	57%	43%
Group 6: Community Stakeholders	100%	0%
Group 7: Philly, POC	100%	0%
Group 8: NY, African Americans	62%	38%
Group 9: Philly, POC	87%	13%
Group 10: Philly, POC	37%	63%
Group 11: Philly, POC	87%	13%
Group 12: NY, Spanish-Speakers	87%	13%

69

Concept F – "Spread Love"

Does this campaign motivate you to talk to and engage with contact tracers?

Group	Yes	No
Group 1: NY, African Americans	80%	20%
Group 2: Philly, POC	57%	43%
Group 3: Philly, POC	80%	20%
Group 4: NY, Spanish-Speakers	87%	13%
Group 5: NY, Black Immigrants	57%	43%
Group 6: Community Stakeholders	90%	10%
Group 7: Philly, POC	57%	43%
Group 8: NY, African Americans	37%	63%
Group 9: Philly, POC	50%	50%
Group 10: Philly, POC	37%	63%
Group 11: Philly, POC	75%	25%
Group 12: NY, Spanish-Speakers	62%	38%

Tagline Results: "Spread Love" or "Show Love"
The choice between taglines was almost evenly split – with **51%** of all participants found "spread love" more effective, while **49%** found "show love" more effective.

SPREAD LOVE

Some participants dislike "*spread*" because it is now connected to disease and has become *"a negative term."* (Group 3, Philly POC)
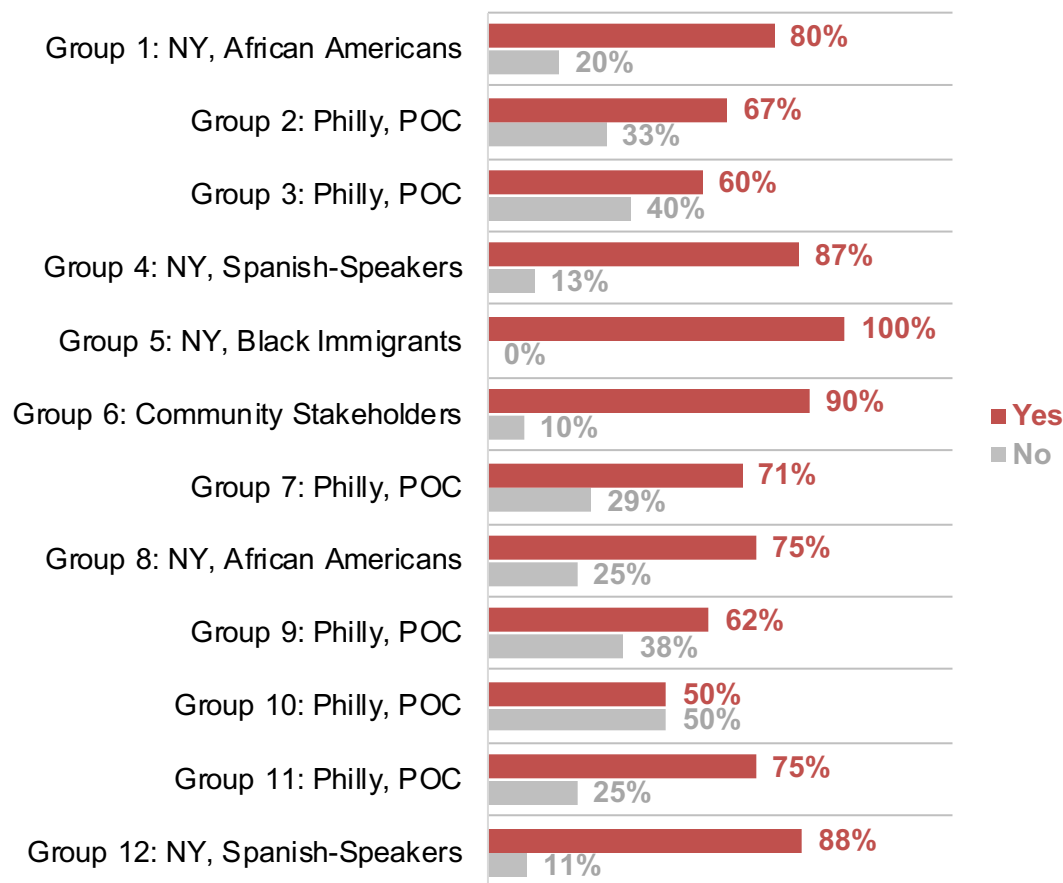
Those that did like spread appreciated the word play suggesting that you should *"spread everything except COVID - spread your love, spread your hope."* (Group 2, Philly POC)

70

Concept W – "Keep in Contact"

Does this campaign catch your attention?

Group	Yes	No
Group 1: NY, African Americans	80%	20%
Group 2: Philly, POC	67%	33%
Group 3: Philly, POC	60%	40%
Group 4: NY, Spanish-Speakers	87%	13%
Group 5: NY, Black Immigrants	100%	0%
Group 6: Community Stakeholders	90%	10%
Group 7: Philly, POC	71%	29%
Group 8: NY, African Americans	75%	25%
Group 9: Philly, POC	62%	38%
Group 10: Philly, POC	50%	50%
Group 11: Philly, POC	75%	25%
Group 12: NY, Spanish-Speakers	88%	11%

■ Yes
■ No

Would you talk with others about contact tracing after seeking this campaign?

Group	Yes	No
Group 1: NY, African Americans	60%	40%
Group 2: Philly, POC	14%	86%
Group 3: Philly, POC	80%	20%
Group 4: NY, Spanish-Speakers	74%	25%
Group 5: NY, Black Immigrants	100%	0%
Group 6: Community Stakeholders	90%	10%
Group 7: Philly, POC	71%	29%
Group 8: NY, African Americans	38%	62%
Group 9: Philly, POC	71%	29%
Group 10: Philly, POC	37%	63%
Group 11: Philly, POC	75%	25%
Group 12: NY, Spanish-Speakers	87%	13%

■ Yes
■ No

Concept W – "Keep in Contact"

Does this campaign motivate you to talk to and engage with contact tracers?

Group	Yes	No
Group 1: NY, African Americans	80%	20%
Group 2: Philly, POC	14%	86%
Group 3: Philly, POC	80%	20%
Group 4: NY, Spanish-Speakers	75%	25%
Group 5: NY, Black Immigrants	100%	0%
Group 6: Community Stakeholders	90%	10%
Group 7: Philly, POC	71%	29%
Group 8: NY, African Americans	25%	75%
Group 9: Philly, POC	63%	37%
Group 10: Philly, POC	38%	62%
Group 11: Philly, POC	75%	25%
Group 12: NY, Spanish-Speakers	87%	13%

■ Yes
■ No

Links to Data Files

1. **Complete SPSS Database**

2. **Total % for Each Variable**

3. **Codebook**

4. **All the Freq / % by Banner**

4a. **One Table per Variable x Banner**

5. **Chi Square Outputs – P_6_E by Banner**

5a. **One Table per Banner Variable X P_6_E**

6. **Code for All Statistical Analyses, Backup SPSS code**

7. **All Open-ended Responses**

7a. **"Why"/"Why Not" responses**

7b. **"Other" for Closed Questions**

8. **Link to All SPSS Data Files**

THANK YOU